



# PRIVACY NOTICE

## 1. Who we are and our commitment to your privacy.

Applause Rural Touring is an arts charity, based in Kent and operating throughout the South East of England. We are a registered charity in England and Wales and our registered charity number is 1165632. We are committed to keeping the personal details of our artists, supporters, donors and volunteers safe. This policy explains how and why we use your personal data, to ensure that you remain informed and in control of your information.

We use two definitions to describe people mentioned in this policy. These are definitions used by the Information Commissioner's Office (ICO), the UK's independent body set up to uphold information rights ([www.ico.org.uk](http://www.ico.org.uk))

- **Definitions:**

**Data Controller:** this is us, Applause Rural Touring, and with your permission, we decide how and why your personal data is used. We will never sell your personal data.

**Data Subject:** this is you and as the data subject, we respect your right to control your data.

Should you wish to find out more about the information we hold about you, or about our privacy policy, please contact us:

Director, Dawn Badland

**Address:** Applause Rural Touring, The Yard, 2A Speldhurst Road, Tunbridge Wells, Kent, TN4 0DP.

**Telephone:** 01892 457635

**Email:** [dawn@applause.org.uk](mailto:dawn@applause.org.uk)

## 2. Why do we collect your personal data?

We collect, process and use your personal data to keep in touch with you. We will only ever collect, keep and use your personal data when we have a purpose and reason to do so. This is understood as 'lawful basis' as identified by the ICO. We collect your personal data:

### 2.1 So that you can volunteer with us.

If you are an Applause Rural Touring volunteer/volunteer promoter, we collect your personal data so that we can keep in touch with you about:

- Information about Applause Rural Touring's work and new performance opportunities for you to programme within your venues.

- By sending you our e-newsletter so that you are aware of the positive impact you have on our work.
- Dedicated volunteer/volunteer promoter 'thank-you' or training/professional events.

(As defined by The ICO, the lawful basis for processing your data for these purposes is 'contractual', where administering your volunteer record and 'legitimate interest' when sending you information about our work).

## 2.2 To ask for your opinion and send you information about our work.

We also collect your personal data so that we can send you information about our work that we think will be of interest to you. This includes information about events, performances, fundraising appeals, products, feedback and other activities. We may also use your personal data to ask for your opinion about our work.

(This is defined as 'direct marketing' by The ICO).

## 2.3 Getting to know you better

Your personal data also helps us to get to know you better and to develop a profile of you on our secure database, enabling us to send you information in a relevant way, that suits you. For example, keeping track of the donations you make to Applause Rural Touring helps us to send you information about our fundraising activity that we feel you would like to hear about. Similarly, keeping a record of the performances or various family activities that you have attended, helps us to send you relevant project, performance and event updates.

## 3. Legitimate Interest and Opt In Consent

As defined by The ICO, Applause Rural Touring use two different lawful bases for processing your personal data for direct marketing purposes:

### 3.1 Legitimate Interest

Not overriding your rights or interests, this is where we have identified a genuine and legitimate reason for contacting you. We use legitimate interest to send you the information listed in the above points by post, email or telephone (if you *are not* registered with the Telephone Preference Service, and you have given us your telephone number).

### 3.2 Opt-in Consent

This is where you have given us permission to contact you through particular communication channels. We use opt-in consent to send you the information listed above by email, post, text message (SMS) or telephone (if you *are* registered with the Telephone Preference Service).

You have every right to update the way we get in touch with you about our work at any time.

## 4. What kind of personal data do we collect?

### 4.1 Basic Information

We will collect information about you that includes, your name, postal address, telephone number, email address and your bank details if you are supporting us financially, e.g. through making a donation. Most of the time, we collect this data from you directly. This can be in person, over the telephone, in writing or through an email. Very occasionally we obtain information, through external sources (*only where you have given permission for such information to be shared*).

Other ways in which we collect personal data to get to know you better include:

#### 4.2 Applause Rural Touring's Website

Our website uses cookies which are small text files that are placed on your computer or mobile phone when you browse websites.

Our cookies help us to improve the security and speed of the site and allow you to share pages with social networks like twitter and Facebook for example. Cookies also help us to remember your settings both between and during visits and ensure that our website is working as you would expect.

#### 4.3 Sensitive Personal Data

Information relating to political affiliation or health is sensitive personal data, and an area of data that we would not normally collect or store. However, there may be some situations where this will occur, and when we do so, we will make it clear as to why we are collecting such information. We will only do so with your permission and in these situations we will collect the data from you directly.

#### 4.4 Children and Young People

We will not collect or store your personal details if you are under 13 years of age, this is in line with data protection law. We will only do this, if we have permission from your parent, carer or guardian to do so.

### 5. How do we store your personal data?

#### 5.1 General Security

Electronic data and databases are stored on secure computer systems and we control who has access to information.

#### 5.2 Payment Security

We do not currently operate online payments and will update our policy in the event that this changes.

### 6. Data Retention Policy

We will store your personal information for as long as it is required for the initial purposes it was collected for. We delete data that is no longer require and we review the information we hold.

### 7. Your Rights

You are entitled to control your personal data and we respect your right to control your data. As a data subject you can:

- Access and obtain a copy of your data on request
- Change incorrect or incomplete data
- Request us to delete or stop processing your data

### Information Commissioner's Office

For further assistance with complaints regarding your data, please contact the Information Commissioner's Office, whose remit covers the UK.

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
SK9 5AF

Telephone: 0303 123 1113  
Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)